AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method of applying a plurality of common metrics to a product lifecycle, said method comprising:

identifying a plurality of product phases that correspond to the product lifecycle;

selecting one of the common metrics from the plurality of common metrics, wherein the selected common metric spans the product lifecycle and corresponds to each of the plurality of product phases;

identifying a weighted priority of the selected common metric;

generating a number of phase goals for each of the plurality of product phases, wherein the number is based upon the weighted priority;

applying the generated number of phase goals to their corresponding plurality of product phases; and

~~applying the selected common metric to each of the plurality of product phases; and~~

executing each of the plurality of product phases using the generated number of phase goals. ~~selected common metric.~~

2.   (Canceled)

3.   (Original) The method of claim 1 further comprising:

receiving one or more feedback responses from one or more feedback sources;

analyzing one of the feedback responses; and

generating each of the common metrics in response to the analysis.

4.   (Canceled)

5.   (Original) The method of claim 3 wherein at least one of the feedback sources is selected from the group consisting of a customer survey, a help line response, a technical support response, and a field report.

6.   (Original) The method of claim 1 wherein at least one of the plurality of product phases is selected from the group consisting of a planning phase, a design phase, a development phase, a test phase, and a release phase.

7.   (Original) The method of claim 1 wherein the method is performed using an electronic computing device.

8.   (Canceled)

9.   (Canceled)

10.   (Canceled)

11.   (Canceled)

12.   (Canceled)

13.   (Canceled)

14.   (Canceled)

15.   (Canceled)

16.   (Canceled)

17.   (Canceled)

18.   (Canceled)

19.   (Canceled)

20.   (Canceled)

21. (Currently Amended) A method of applying a plurality of common metrics to a product lifecycle, said method comprising:

receiving one or more feedback responses from one or more feedback sources, the feedback responses corresponding to the product lifecycle;

analyzing one of the feedback responses;

generating each of the common metrics in response to the analysis;

identifying a plurality of product phases that correspond to the product lifecycle;

selecting one of the common metrics from the plurality of common metrics, wherein the selected common metric spans the product lifecycle and corresponds to each of the plurality of product phases;

identifying a weighted priority of the selected common metric;

generating a number of phase goals for each of the plurality of product phases, wherein the number is based upon the weighted priority;

applying the generated number of phase goals to their corresponding plurality of product phases; and

~~applying the selected common metric to each of the plurality of product phases; and~~

executing each of the plurality of product phases using the generated number of phase goals. ~~selected common metric~~.

22. (Currently Amended) A computer implemented method of applying a plurality of common metrics to a product lifecycle, said method comprising:

receiving one or more feedback responses from one or more feedback sources, the feedback responses corresponding to the product lifecycle;

analyzing one of the feedback responses, wherein the analyzing further includes assigning a weighted priority to correspond to the selected feedback response;

generating each of the common metrics in response to the analysis;

identifying a plurality of product phases that correspond to the product lifecycle;

selecting one of the common metrics from the plurality of common metrics, wherein the selected common metric spans the product lifecycle and corresponds to each of the plurality of product phases;

generating a number of phase goals for each of the plurality of product phases, wherein the number is based upon the weighted priority;

applying the generated number of phase goals to their corresponding plurality of product phases; and

applying the selected common metric to each of the plurality of product phases; and

executing each of the plurality of product phases using the generated number of phase goals. selected common metric.

23. (Canceled)

24. (Canceled)